



Pitch Template

A guide to setting out your pitch



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Outline:

Every pitch is essentially an audition for leadership. Do you deliver your pitch in a way that instills confidence in you and your team? Are you able to communicate your idea, or your vision, with clarity? If you can't answer "yes" to these two questions, then your pitch may not be successful.

Pitching is not just for entrepreneurs seeking investor funding. We all have to pitch in one way or another, whether pitching a change initiative to your team or a proposal to the board. We all need to influence someone to adopt our ideas and give us the go-ahead. Pitching is the most nerve-wracking part of the idea creation process, and few excel at it, but it doesn't need to be so difficult. Follow these 9 pointers for the perfect pitch.

Reference: www.americanexpress.com/us/small-business/openforum/articles/12-easy-steps-to-a-perfect-pitch/



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9 tips to pitching!

1. **Get to the point fast**

It's a known fact that attention spans are getting shorter and shorter. Don't waste time with preambles. Give them an overview of your compelling proposition quickly.

2. **Establish the need**

One of the questions that goes through your listeners' minds when they set out to listen to you is, "What problem are you trying to solve?" Convince them that there is a need.

3. **Use a multilevel structure to your pitch**

When planning your pitch it is recommended to create three levels of depth in preparing your pitch: 5 seconds, 30 seconds and 5 minutes. The 5-second version is a concise, single sentence explanation of your idea. In the 30-second version, you explain how you plan to achieve your idea by providing just enough interesting detail to help the audience get a clearer understanding of what you are proposing. Once you are successful in scaling your idea down to 5 and 30 seconds, you can then broaden it to 5 minutes.

4. **State who your competition is**

This is a crucial step. What is your competitive advantage? Show them how what you are pitching is better than what your competitors are offering—or at least, how it is different.





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5. **Include a sound bite**

A sound bite is a short, catchy phrase. Most people don't remember data, but they will remember a sound bite. A sound bite is the Velcro that makes the message stick. We all remember Steve Jobs' famous sound bite, "The world's thinnest notebook" when he first introduced the MacBook Air.

6. **Introduce the team**

Your listeners want to have the confidence that you have a solid team to back you up.

7. **Know your next step**

Practice your follow-up steps as diligently as you practiced the pitch. People often enter the pitching situation with misgivings about their chances of success.

8. **Learn from others**

One way to hone your pitching skills is to simply watch how others do it. There are plenty of opportunities to do this online. Here are four examples from individuals with diverse styles. Youtube is a great place to learn.

9. **Don't beg**

There's a fine line between showing intense passion for your idea, product or service, and showing nervous fear of losing out. While a little anxiety is understandable, letting it take hold of you will work against you. It can make you adopt an attitude of begging, which never serves us well.





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Timings - You have 5 mins

Structure: 5 mins isn't long and you need to be clear and concise, so think about the structure of your presentation.

We have provided a template below and we recommend you spend 1 min per slide.

This is only a guide, you are free to present however you like, but we wanted to give you a guide to help develop your pitch.

Be creative: Think about your content, what can you do to make your presentation fun, imaginative, visually pleasing and relevant to what you are trying to say?





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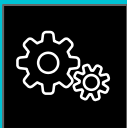
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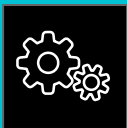


Slide 1

Get straight to the point:

- What is your idea
- What is your vision
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Slide 2

How does it work:

- Talk through your prototype
 - How will it work
 - What are the benefits
 - Who will buy it



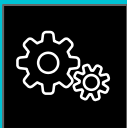


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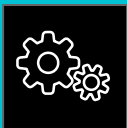


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Introduce your team:

- What skills does everyone bring to the table?
- Why are you the right people to do this?





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What is different / new about your idea:

- Is it a new idea?
- Is it better than what is currently available?
 - What are you most proud?



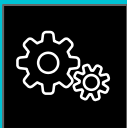


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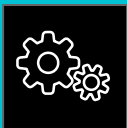


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What next:

- What is your plan to develop this further?
 - What do you need to help you?
- Are you excited about the potential?





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Summary:

This a simple guide to help you develop a pitch that you are confident to deliver.

You can use some of the items, all of the suggestions or none of the advice provided in this document, it is totally up to you.

Good luck and remember to enjoy it!



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All thoughts and feedback are welcome!



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Email: pread@pca.ac.uk





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